



# ORDER

Flight Dates **10/31/12-11/06/12**

Contract / Revision      **315638 /**  
Original Date / Revision  
                          10/23/12    10/23/12  
Advertiser **National Republican Senato**

Product  
**NRSC 2012**  
Agency Com    15%  
Billing Contact  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Agency    **Strategic Media Services**  
Buying Contact

**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:13:00  
Estimate #  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL            POL            ISS Ballot  
Product Codes    PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20%    Market Value 528000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	105600
KPNX	20%	105600
KPPX	%	0
KSAZ	20%	105600
KTVK	20%	105600
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	63	\$89,760.00	\$105,600.00	0.00	10/29/12	11/06/12	63	\$89,760.00	\$105,600.00
<b>Totals</b>	<b>63</b>	<b>\$89,760.00</b>	<b>\$105,600.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/31/12	11/02/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-- WTF--	:30	6	\$1,000.00	FX	0.00 NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- WTF--	6		\$1,000.00		0.00					
E 2	KNXV	11/05/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	4	\$1,000.00	FX	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----	4		\$1,000.00		0.00					
E 3	KNXV	10/31/12	11/02/12		CM	10am-11am	-- WTF--	:30	3	\$1,000.00	FX	0.00 NM	3	\$3,000.00



KNXV

Print Date: 10/24/12

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Contract / Revision **315638** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:13:00

Advertiser **National Republican Senate** Product **NRSC 2012**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 10am-11am The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- WTF--	3		\$1,000.00		0.00						
E 4	KNXV	11/05/12	11/06/12	M-F 10am-11am The View	CM	10am-11am	MT-----	:30	2	\$1,000.00	FX	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$1,000.00		0.00						
E 5	KNXV	10/31/12	11/01/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	-- WT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- WT---	2		\$400.00		0.00						
E 6	KNXV	11/05/12	11/06/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$400.00		0.00						
E 7	KNXV	10/31/12	11/02/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	-- WTF--	:30	3	\$500.00	FX	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- WTF--	3		\$500.00		0.00						
E 8	KNXV	11/05/12	11/06/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	MT-----	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$500.00		0.00						
E 9	KNXV	10/31/12	11/02/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	-- WTF--	:30	3	\$1,000.00	FX	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- WTF--	3		\$1,000.00		0.00						
E 10	KNXV	11/05/12	11/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	M-----	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
E 11	KNXV	11/02/12	11/02/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	---- F--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---- F--	1		\$1,800.00		0.00						
E 12	KNXV	11/05/12	11/05/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,800.00		0.00						
E 13	KNXV	10/31/12	11/02/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-- WTF--	:30	3	\$1,000.00	FX	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- WTF--	3		\$1,000.00		0.00						
E 14	KNXV	11/05/12	11/05/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
E 15	KNXV	10/31/12	11/02/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-- WTF--	:30	3	\$2,200.00	FX	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Order Sep 00:13:00

Advertiser **National Republican Senate** Product **NRSC 2012**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 15	KNXV	10/31/12	11/02/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--WTF--	:30	3	\$2,200.00	FX	0.00 NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					3	\$2,200.00		0.00		
E 16	KNXV	11/05/12	11/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$2,200.00	FX	0.00 NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$2,200.00		0.00		
E 17	KNXV	10/31/12	11/02/12	M-F 5pm-530pm 5:28-5:30pm Break	CM	5pm-530pm	--WTF--	:30	3	\$2,500.00	FX	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					3	\$2,500.00		0.00		
E 18	KNXV	11/05/12	11/05/12	M-F 5pm-530pm 5:28-5:30pm Break	CM	5pm-530pm	M-----	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00		
E 21	KNXV	10/31/12	11/02/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--WTF--	:30	3	\$2,200.00	FX	0.00 NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					3	\$2,200.00		0.00		
E 22	KNXV	11/05/12	11/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$2,200.00	FX	0.00 NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$2,200.00		0.00		
E 23	KNXV	10/31/12	11/02/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--WTF--	:30	3	\$2,000.00	FX	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					3	\$2,000.00		0.00		
E 24	KNXV	11/05/12	11/05/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00		
E 25	KNXV	10/31/12	11/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	--WTF--	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					2	\$2,500.00		0.00		
E 26	KNXV	11/05/12	11/05/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$12,000.00	P-2	0.00 NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$12,000.00		0.00		
E 27	KNXV	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$10,000.00		0.00		
E 31	KNXV	11/03/12	11/03/12	Sa GMA Sa 6-7am Good Morning	CM	6am-7am	-----S-	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$500.00		0.00		
E 32	KNXV	11/04/12	11/04/12	Su GMA Su 6-7am Good Morning	CM	6am-7am	-----S	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



KNXV

Print Date: 10/24/12

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Contract / Revision **315638** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:13:00

Advertiser **National Republican Senate** Product **NRSC 2012**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 32	KNXV	11/04/12	11/04/12	Su GMA Su 6-7am Good Morning	CM	6am-7am	-----S	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00		
E 33	KNXV	11/04/12	11/04/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$1,500.00		0.00		
E 34	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$2,500.00		0.00		
E 35	KNXV	11/04/12	11/04/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$400.00		0.00		
N 36	KNXV	11/06/12	11/06/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-T-----	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	-T-----					1	\$1,000.00		0.00		
N 37	KNXV	11/03/12	11/03/12	NCAA Football Morn Ga NCAA Football Morn Garr	CM	NCAA Football Ga	-----S-	:30	2	\$1,200.00	P-3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					2	\$1,200.00		0.00		
N 38	KNXV	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	Various	-----S-	:30	1	\$3,500.00	P-3	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$3,500.00		0.00		

\*Tax 1 Note: Tax 0.5%.

Totals 63 \$105,600.00